

Sample Appendix for Birdville, TX

This document is a demonstration of the appendix that should accompany your application. For each criterion checked as “completed” in Section V of the Application, provide documentation of completion. The review committee will review the outcomes and level of intensity of each of your activities and evaluate the potential impact on native birds and their habitats. Communities may only receive credit for activities that are appropriately impactful. Activities that only marginally impact birds may not be deemed appropriate for credit.

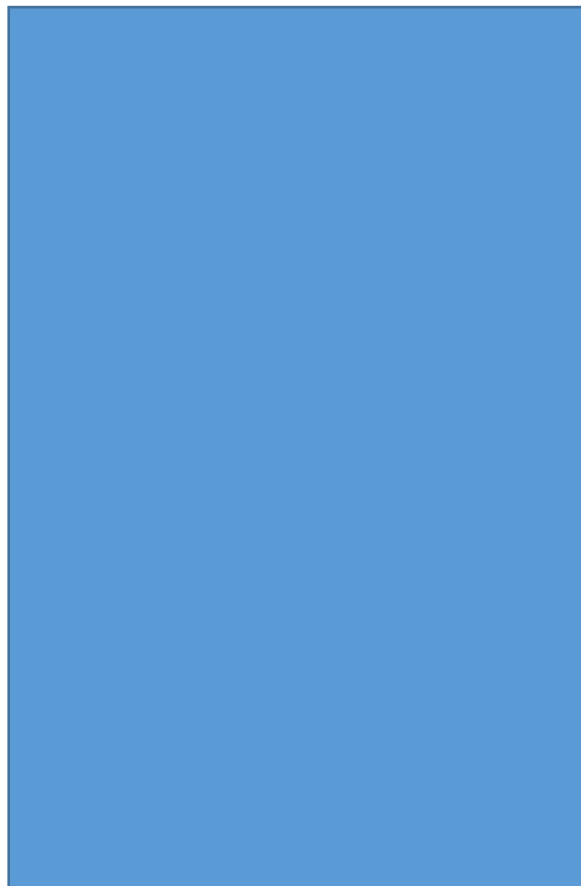
Communities are encouraged to self-identify appropriate evaluate metrics for each activity and to use those metrics to conduct more impactful activities. Criteria marked with ** must include metrics and reporting processes that report # of acres impacted, # of people (ex: involved, attended, reached), and when appropriate, # of native plants planted. The Bird City Texas Program does not list “required” documentation, but please submit enough information to communicate to the review committee the value, intensity, and impacts of your activities. Documentation may include photographs of the activity, proof of media exposure, copies of advertisements, flyers, and meeting agendas, maps and locations of habitat management activities, or any other information that communicates the intensity and impact of your community’s activities.

For each criterion completed, list Criteria Code, Activity Code, and Dates that correspond with your entries in the Bird City Texas Application. In this example, each criteria is listed on a separate page, but your entries are likely to span multiple pages

Sample entry:

Criteria R1. Community forms a collaborative body that supports the application development and management of their Bird City enrollment. Dates: April 1, 2018-December 31, 2018

Description: The Birdville Bird City Steering Committee was formed and met on April 1. All members listed on the application were present, and the April 1st and July 1st meeting agendas are included below.



*Criteria R3. Create and maintain a demonstration bird-friendly native landscape on at least one highly visible community property*** *Dates: January 1, 2018-December 31, 2018*

Birdville Botanical Center Water Saver Lane: Since 2015, the Birdville Botanical Center has maintained three ¼-acre demonstration sites that demonstrate the value of native plants and encourages visitors to conserve water by planting native plants. This “Water Saver Lane” is a popular component of the Center:



Figure 1. Demonstration sites at the Birdville, TX Botanical Center “Water Saver Lane” depicting typical, native, and xeriscape lawns. Photos taken Spring 2018

In May of 2018, the Center added a 6 month kiosk communicating the importance of native plants to our native birds (photo below), especially in times of drought. The Botanical Center hosts 150,000 visitors annually and has committed to maintaining Water Saver Lane for the next 10 years.

Birdville Riverwalk Wildscape: Since 2004, the Birdville Master Naturalist Chapter has operated the Riverwalk Wildscape. The garden is approximately 10,500 square feet and 100% native. All the plants are labelled, and the Wildscape has signage that discusses the importance of native plants. This year, 12 workdays were completed (1st Saturday of each month). Fundraising efforts generated \$1,500 and 200 native plants were planted and 5 walking tours were hosted (Dates and attendance below). BVMN estimates that 45,000 people visited the Wildscape in 2018.

Date	Host	Attendance
March 3, 2018	Birdville Native Plant Society	41
March 10, 2018	Birdville Native Plant Society	18
April 7, 2018	Birdville Master Naturalists	95
April 14, 2018	Peggy Lewis	0 (rained out)
3 tours in May, 2018	Peggy Lewis	47 (total)
	Total	201

Photos of workdays and tours are included below:



Criteria 1c. Implement an annual communications campaign about issues and actions related to Bird City Texas, creating Bird Friendly Communities, and the criteria that the community adopts Dates: March 1, 2018-October 15, 2018

Planning/Campaign development: March 1-April 1 Birdville Birding Association and city staff created communications plan centered around our recent BirdCityTexas designation.

Videos released: Smith County Community College Journalism Department created and published a promotional video about the BirdCityProgram and our new certification. This effort took 6 months to produce and involved 15 partner organizations throughout the community. The video has been watched 14,000 times: <link>

World Migratory Bird Day Celebration: May 15, 2018 WMBD public event sponsored by Birdville at the Fair Grounds. 10,200 people attended. 45 nonprofit partner and education booths, 15 commercial booths, 10 food trucks. 3 TV Stations attended and 2 aired stories about the event. Photos below

Social Media Campaigns: The Birdville Birding Association made 124 posts on Facebook and Instagram about the Bird City Texas designation, reaching 10,000 people total. Their social media audience grew from 410,000 to 450,000 this year. City of Birdville made 73 posts on various social media platforms about the Bird City Texas designation.

BBA facebook: <link>

BBA: Instagram: <link>

Birdville Facebook: <link>

Press Releases:

March 1: Birdville Designated as a Bird City: <link>

May 10: WMB Day Schedule Announced <Link>

Media coverage:

April 14, Birdville Times: <link>

April 21, Birdville Times: <link>

May 15, WKOA: <link>

May 15: WVUE: <link>

Newsletter articles:

May 1: "Bird City 101" distributed by 8 local newsletters

June 1: "Summertime plants that benefit nesting birds" Distributed by 16 homeowner associations

September 1: "Bird City Fall Issue" distributed by 2 homeowner associations

October 1: "Killing Feral hogs: Why our BirdCity designation matters" Distributed by all 22 homeowner associations



Figure 3. Birdville Migratory Bird Day, May 15, 2018

*Criteria 2a. 2a. Develop and implement a bird-centric wildlife or habitat management plan for all lands owned or managed by the community.** Dates: July 1, 2018-Sept 10, 2018*

This summer, Birdville hired Triple A Wildlife Consulting Company to review all landholdings owned or managed by the city and write a wildlife management plan for all parcels. The 12-page document is included below. The management plan covers 714 acres. It did not call for any new plants to be planted, but did recommend removing 15 kinds of invasive species and significantly reducing the feral hog population through a city-sponsored trapping program. We hope to work with urban wildlife biologist Brett Johnson in Dallas, TX to learn how he operates his feral hog removal program.

Birdville, TX Wildlife Management Plan

Sep 10, 2018

Prepared by Triple A Wildlife Consulting Company
Birdville, TX